1941

Visual Education Gains Scope

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**Visual Education**

*Educational films carry college learning far from the campus, reports Betty Ann Iverson*

Educators today salute visual education as an invaluable aid in their teaching. Iowa audiences flocked into classrooms, auditoriums and farm meetings 737,000 strong in 1941, according to H. L. Kooser of the Visual Education Department.

From Iowa State's film library slides and exhibits were loaned for a total of 10,500 showings in 1940-41 as compared with 10,300 the previous year.

Films, silent and with sound and color, and a limited number of slides and exhibits can be rented from the film library of the Visual Instruction Service at a minimum cost. Most states now maintain these public service bureaus to provide visual aids for school systems, colleges, programs and demonstrations.

Films on acoustics, geology, physics and home economics are planned for high schools and colleges. Textiles and foods and nutrition films are especially valuable in home economics education.

Silent films on the nursery school at Iowa State show such activity as children preparing food in their own little kitchen in the Nursery School which is managed by the Child Development Department.

Films on English, geography, health, history, nature study, science and the arts are suitable for children in the primary grades and in junior high schools. "The Adventures of Bunny Rabbit" and "Animals of the Zoo" have been produced in films to appeal to very young children.

Recently, educational recordings have been made here for distribution in schools. These phonograph records include such classics as the "Cavalcade of America" series. According to Kooser, the records will be ready for distribution by next fall.

All types of general films except classroom films are used in extension work. Films with music and commentary on popular subjects are used for Farm Bureau work and Farm and Home Week at Iowa State. Movies entitled "Vitamin B-1," "Meat and Romance," "People of Mexico" and "Arts and Crafts of Mexico" have been popular at farm women's meetings.

Patriotic national films have been sent from the United States film deposits to the Visual Instruction Service for distribution throughout Iowa. "Plows, Planes and Peace" is a recent example of this type of film. Films promoting the good neighbor policy such as "Brazil," "People of Mexico," "Argentina," "Bolivia," "Chile" and "Peru" are popular with audiences of all ages.

"London Night," taken during an air raid, and "Plastic Art," which shows a well-known sculptor executing a bronze statuary group, and "Rayon-A New Frontier of Progress," the complete processing and manufacture of rayon, cover a variety of subjects of current interest to older audiences.

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**What's New**

We may not know but we are sure to have it! Although national defense is taking the priority, we shall be well stocked as usual with the latest foot fashions.

*Trueblood's West Ames Shoes*